

Superstore USA Data Analysis: Q&A

✦ Q1: What is the most frequently purchased product category?

A:

The most frequently purchased product category is **Office Supplies**, based on the count of orders visualized using a count plot.

✦ Q2: Which shipping mode is most commonly used?

A:

Regular Air is the most used shipping mode, indicating customers prefer a balanced shipping cost and delivery time.

✦ Q3: Which customer segment brings the highest sales?

A:

The **Corporate** segment contributes the highest number of orders and overall sales compared to Consumer and Home Office segments.

✦ Q4: What is the trend of orders over different years?

A:

Sales volume has shown an **increasing trend year by year**, indicating growth in the company's operations and customer base.

✦ Q5: Which state records the highest number of orders?

A:

California has the highest number of orders among all states, likely due to its large population and economic activity.

✦ Q6: Which product category contributes the most to the total profit?

A:

From the resulting bar chart, we observed that the **Technology** category contributes the most to the **overall profit**. This indicates that technology products are not only high in demand but also offer better profit margins compared to other categories like Office Supplies and Furniture.

✦ Q7: Which region has the maximum number of sales?

A:

Based on the analysis of the dataset, the **Central** region records the **maximum number of sales**. This is primarily driven by high customer activity in states like **Texas** and **Illinois**, making the Central region a key contributor to overall sales performance.

✦ Q8: What product sub-categories are frequently bought under Office Supplies?

A:

Popular sub-categories under Office Supplies include **Binders, Paper, and Pen and Art Supplies**, visualized through count plots.

✦ Q9: What product sub-categories are frequently bought under Technology?

A:

Popular sub-categories under Technology include **Telephone and Communication**, visualized through count plots.

✦ Q10: What product sub-categories are frequently bought under Furniture?

A:

Popular sub-categories under Furniture include **Chairs and Chairmats**, visualized through count plots.

✦ Q11: Is there any relation between shipping cost and unit price?

A:

There's **no strong correlation** between shipping cost and unit price, indicating shipping is likely influenced more by size and weight than value.

★ Q12: Which cities have the highest number of orders?

A:

Top cities like **Los Angeles, New York, and Seattle** show the highest number of orders, consistent with high population density and purchasing power.